

FSC-57-A		3/25/98	
SUBJECT: DORAL CTS Enhanced Brand-Specific Merchandiser - Additional Allocations			
Response Required? <input checked="" type="checkbox"/> Yes			
Date Required: April 24, 1998			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input type="checkbox"/> KAM	<input type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input type="checkbox"/> AM	<input type="checkbox"/> RM	
<input type="checkbox"/> RBM	<input type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

Sales		Retail
1221		1222
1222		1223
1223		1224
1224		1225
1225		1226
1226		1227
1227		1228
1228		1229
1229		1230
1230		1231
1231		1232

☒ MC ☒ SQ  
☒ PA ☒ RM

**Objective:** Regions have the opportunity to request additional allocation of the DORAL CTS Brand Specific Merchandiser for CTS accounts that do not have a Philip Morris contract.

**Purpose:** Provide regions with a separate and distinct allocation outside of the competitive test allocations for those CTS accounts that do not have a potential contract issue with Philip Morris.

**Program Details:**

- Additional quantities are available for high volume, high savings CTS outlets without a Philip Morris contract.
- Regions should survey their CTS outlets and complete the attached allocation request form.

**Note:** Do not commit to an account prior to receiving your allocations.

- Allocations/placements should be in addition to the competitive test allocations previously issued.
- Completed request forms should be summarized at region level and sent to David Cook in Winston-Salem by April 24, 1998. *TO RORY BY APRIL 17<sup>th</sup>*
- Allocations will be entered with immediate availability.

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51843 7516

## DORAL CTS Brand Specific Merchandiser Allocation Request Form

**Date:**

**Region Name**

**Region #**

**RSM Approval**

**Allocation Requested:**

<u>Item Description:</u>	<u>Item #</u>	<u>SKU</u>	<u>Quantity Requested</u>	
Doral CTS Home of Value	540350	<input type="text"/>		Base wall unit
Doral CTS Home of Value Enhancements	540353	<input type="text"/>		Fence, Arch, Mailbox

**NOTE:** You must order 1 Doral CTS Home of Value #540350 for every Enhancement #540353 sku ordered.

**Regions: Return completed request form to David Cook by April 24, 1998**

**(Form will be e-mailed to Region Sales Managers week of 3/30/98)**

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